

Listing of Claims

The following listing of claims replaces any pending claims. Inserted text is shown as underlined ("___") and deleted text is shown as stricken ("—").

1. (Canceled)

2. (Canceled)

3. (Original) A printing method comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

4. (Original) The method of claim 3, wherein the step of providing the web comprises the step of providing a holographic sheet having a hologram, the hologram being located at a predefined position on the holographic sheet.

5. (Original) The method of claim 4, wherein the step of providing the holographic sheet comprises the step of embedding a security feature in the web.

6. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a three-dimensional stereogram into the hologram.

7. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a marking in the holographic sheet, the marking being configured to project a predefined image in response to the marking being irradiated by a laser.

8. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a holographic image in the holographic sheet, the holographic image being configured to alter its visual appearance when viewed at different angles.

9. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of providing a microprint of a predefined pattern in the holographic sheet.

10. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of providing a nanoprint of a predefined pattern in the holographic sheet.

11. (Original) The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of printing a unique serial number on the web.

12. (Original) The method of claim 11, further comprising the step of die cutting the web to generate an identification tag having the unique serial number.

13. (Original) The method of claim 3, wherein the step of determining the feed rate comprises the steps of:

detecting the eye-mark;

generating a feedback signal in response to detecting the eye-mark;

determining whether to adjust the feed rate; and

adjusting the feed rate in response to determining that the feed rate is to be adjusted, otherwise maintaining the feed rate.

14. (Original) The method of claim 13, wherein the step of adjusting the feed rate comprises the step of altering a speed of a feed motor.

15. (Original) The method of claim 3, wherein the step of overprinting the layer comprises the step of:

overprinting the layer at a registered location on the web, the registered location being a fixed position with reference to the location of the eye-mark.

16. (Original) The method of claim 3, further comprising the step of die cutting the web.

17. (Original) The method of claim 16, wherein the step of die cutting the web comprises the step of generating identification tags.

18. (Original) In a web-fed flexographic printing process, a method comprising the steps of:

placing a micro-optic structure at a predefined position on a web;

placing an eye-mark on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web.

19. (Original) An identification tag produced by a process comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

20 - 39. (Canceled)